

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 00399 171151Z

16

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 PRS-01 /036 W

----- 067280

P R 171037Z JAN 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC PRIORITY

INFO USIA WASHDC

SECSTATE 2930

AMCONGEN ANTWERP

AMEMBASSY LUXEMBOURG

AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 00399

USIA FOR IWE

E.O. 11652: NA

TAGS: BEXP, BE

SUBJECT: FY76 CCP RECOMMENDATIONS

REF: (A) STATE A-9016; (B) BRUSSELS 9616, 12/6/74

1. AS REQUESTED REFTEL (A), EMBASSY COUNTRY TEAM HAS DEVELOPED FOLLOW

-

ING RECOMMENDATIONS FOR FY76 CCP. CAMPAIGN WORKSHEETS TO BE CABLED
SEPTTEL.

2. SECTION I-OVERVIEW. SEE PP. 2-3 OF FY75 CCP. NO CHANGE REQUIRED.

SEE BRUSSELS A-223 OF OCT. 8, 1974 ECONOMIC TRENDS REPORT FOR LATEST

EMBASSY ESTIMATE OF BELGIUM'S CURRENT ECONOMIC CONDITION AND PROBLEMS

.

3. SECTION II-SUMMARY OF PROGRAM ACTIVITIES.

A. PRODUCT CAMPAIGNS.

1. CAMPAIGN NO. 1. LABORATORY INSTRUMENTS. WE PROPOSE TO REFINE

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 00399 171151Z

PROMISING MARKET INFORMATION DEVELOPED IN COURSE OF GMS BEING

CONDUCTED THIS SPRING, IN PREPARATION FOR PRIMARY PROMOTION IN FY77. ACTIVITIES: TRADE OPPORTUNITY DEVELOPMENT EFFORT, UP-DATING MARKET RESEARCH, PLACEMENT SPECIALIZED USIS ARTICLES IN TRADE PRESS, AND ENCOURAGEMENT BELGIAN ATTENDANCE AT FRANKFURT TC SHOW 1/76. EXPECTED RESULTS TO BE TWO FOLLOW-UP MARKET REPORTS; 15 TO'S; ATTENDANCE 6 BELGIAN AT TC SHOW.

2. CAMPAIGN NO. 2: AVIONICS. SUSTAIN PRIMARY PROMOTION BY ASSISTING US BUSINESS WITH GOB IN COMPETING FOR HIGH-TICKET AIRCRAFT AND PARTS PURCHASES. ACTIVITIES TO INCLUDE PROMOTION OF PARIS AIR SHOW AND FOLLOW-UP WITH BELGIAN AGENTS AND BUYERS ATTENDING, PLUS CONTINUING CONTACTS WITH LEADING BELGIAN GOVERNMENT DECISION-MAKERS IN BOTH CIVIL AND MILITARY FIELDS. EXPECTED RESULTS: FACILITATION \$10 MILLION SALES.

3. CAMPAIGN NO. 3: POLLUTION CONTROL EQUIPMENT. SPECIAL MARKET REPORTING AND TARGETED PRIMARY PROMOTION TO FOLLOW-UP APRIL 1975 TRADE MISSION. ACTIVITIES: CALL ON GOVERNMENT POLICY AND DECISION MAKERS PLUS SELECTED INDUSTRIALISTS, CATALOG OR PRODUCT DISPLAY PROMOTION IN BRUSSELS AND POSSIBLY ANTWERP. FACILITATE "ANTI-POL" BUSINESS GROUP MISSION TO US, PROJECTED FOR LATE 1975 AND ENCOURAGE BELGIAN ATTENDANCE AT NEARBY TC SHOWS 3-4/76. PLACEMENT SPECIALIZED USIS ARTICLES IN TRADE PRESS. VTR SHOWING TO LOCAL SPECIALISTS AND INDUSTRY THIS SECTOR. EXPECTED RESULTS: TWO SPECIAL MARKET UP-DATES, 15 TO'S, TEN PERCENT INCREASE IN SALES OF U.S. POLLUTION- CONTROL PRODUCTS, ATTENDANCE 6 BELGIANS AT EACH TC SHOW.

4. CAMPAIGN NO. 4: FOOD PROCESSING/PACKAGING EQUIPMENT. PRIMARY PROMOTION. ACTIVITIES: CATALOG SHOW WITH USIS-FURNISHED FPP-INDUSTRY FILMS. TRADE OPPORTUNITY DEVELOPMENT EFFORT FOLLOWING UP ON FY75 GMS. PROMOTION OF NEARBY TRADE CENTER FPP SHOWS SCHEDULED 9/75 AND 2/76 PLUS NAFEM/75 EXHIBITION IN U.S. EXPECTED RESULTS: ONE MARKET UP-DATE REPORT, 15 TO'S, 10 BELGIAN BUSINESSMEN TO EACH TC SHOW AND TO UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BRUSSE 00399 171151Z

NAFEM/75.

5. CAMPAIGN NO. 5: CONSUMER GOODS. IN-STORE PROMOTION (RELATED TO BI-CENTENNIAL) TO FOLLOW-UP THAT OF FY75. PROMOTION OF PARIS TC SHOW 9/75. NEGOTIATE TENTATIVE AGREEMENT FOR FY77 IN-STORE PROMOTION. PLACEMENT OF ARTICLES IN RETAIL TRADE AND POPULAR MEDIA. EXPECTED RESULTS: OBTAIN

STORE ORDERS FROM IN-STORE PROMOTION OF AT LEAST
\$250,000.

6. CAMPAIGN NO. 6: INVEST USA. CONTINUED PROGRAM
OF INFORMATION, ENCOURAGEMENT OF TARGETS OF
OPPORTUNITY, AND COORDINATION WITH LOCAL STATE
OFFICES. THIS WILL BE DONE CHIEFLY THROUGH THE
EMBASSY NEWSLETTER AND PERSONAL CONTACTS.
EXPECTED RESULTS: SUBSTANTIAL FACILITATION OF THREE
NEW BELGIAN INVESTMENTS INVOLVING CAPITAL INPUT OF
\$25-50 MILLION.

7. CAMPAIGN NO. 7: VISIT USA. STAGING OF TWO MAJOR
TOURISM SEMINARS FOR LOCAL TRAVEL INDUSTRY REPRESENTATIVES.
MEDIA PLACEMENT OF APPROPRIATE FILMS AND TRAVEL ARTICLES.
ASSIST AND CO-SPONSOR USTS PROMOTIONAL EVENTS IN BELGIUM:
EXPECTED RESULTS: FIVE PERCENT INCREASE IN BELGIAN TRAVEL
TO U.S. STATES AND REGIONS FEATURED BY SEMINARS.

B. OTHER PRIORITY PROJECTS.

1. BEST PROSPECTS UPDATE. ANNUAL REVISION OF SHORT
MARKET SURVEYS SERIES IN JANUARY, 1976.

2. REFURBISHING OF COMMERCIAL LIBRARY. REVIEW OF
PUBLICATIONS AND REFERENCE WORKS ON HAND. PAINTING,
REDECORATING, AND FUNDS ALLOWING PURCHASE OF NEW
FURNISHINGS.

3. UPGRADING MARKET RESEARCH CAPABILITIES. TRAINING
OF TWO COMMERCIAL ASSISTANTS IN MARKET RESEARCH.
THESE EMPLOYEES TO SUPPLEMENT PRESENT LOCAL MARKET
RESEARCH SPECIALIST ON PART-TIME BASIS, THUS ADDING
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BRUSSE 00399 171151Z

TO SECTION'S OVERALL MR CAPABILITY.

4. SECTION III-UPDATE FY75 CCP

5. SECTION IV (DEFERRED PROJECTS). SECONDARY PHASE CAMPAIGNS
IN PCI, ELECTRONIC PRODUCTION EQUIPMENT, AND BUSINESS EQUIPMENT.

6. EMBASSY WILL, OF COURSE, CONTINUE ENCOURAGE GROUP AND
INDIVIDUAL BUYER TRAVEL TO U.S., PARTICULARLY IN CAMPAIGN PRODUCT
CATEGORIES. IN WRITING FINAL DRAFT OF CCP, COMMERCE MAY WISH
INCORPORATE POST PROMOTION OF BELGIAN ATTENDANCE AT U.S. SHOWS
OF EQUIPMENT RELEVANT TO ABOVE PRODUCT CAMPAIGNS. EMBASSY HAS
NOT YET RECEIVED U.S. SHOW LIST FOR FY76. FIRESTONE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BRUSSE00399
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750018-0843
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750143/aaaablv.tel
Line Count: 167
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-9016, 75 BRUSSELS 9616, 75 12/6/74
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 02 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 MAY 2003 by SilvaL0>; APPROVED <10 NOV 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY76 CCP RECOMMENDATIONS
TAGS: BEXP, BE
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006